

METRO REPORT

A publication of the New York Metro Region Operations Unit

April 28, 1994

Volume I Issue 12

CARRIER STRIKE CONTINUES

As the carrier strike continues into its 4th week, our Company is now beginning to experience the effect. Although some carriers have returned to work, the major carriers continue on strike. Unfortunately, those larger carriers transport the majority of our freight.

Attempts are being made to re-route these shipments, however the demand exceeds their capacities. Based on our estimated arrival dates, actual delivery dates may exceed two weeks past the predicted date.

Please, do not "promise" commit to any specific delivery date.

The home office is doing everything possible. Your patience and that of your retailers is appreciated.



May Pick up Codes

see page 4

51853
5848

CO-MARKETING ACCURAL

Please note that Co-Marketing Accural contracts did not appear in the 1st Quarter pay register. They may appear in the 2nd Quarter pay register however the dollar amount will be \$0.00

This is because Co-Marketing Accural payments are made through the Temporary Payment System, not the Contract payment system.

If you have any questions please contact the ROU or your DM.

Don't think you are necessarily on the right road because it is a well-beaten path

"TOBACCO EXECS WON'T TURN OVER A NEW LEAF." "TOBACCO INDUSTRY HUFFS AND PUFFS A SMOKE SCREEN."

If you buy a newspaper as little as once a week you probably will see headlines like these. From the 1950's to the '90's our competitors ranged from American Tobacco to Philip Morris. 1994 has brought a new competitor...the Government, *Big Brother*. With propaganda on their side, they choose to use the back-door effect of prohibition. And whether or not you choose to do something that is legal they will make it so you can't.

In 1993, smokers paid \$11.2 billion in local, state, and federal taxes on the cigarettes they bought. Whether or not we are talking about the health program or labeling cigarettes as a drug, enough is enough!

While our cigarette competitors will always be there we must make a stand against *Big Brother*. Contact your retail stores and let them know what they can do (see the box at the right for "What Else You Can Do"). If they do not think these proposals will effect them they better think again. They will be on the unemployment lines right behind us. Let them know who to contact, give them the 800-STOP FET number.

About 30% of all retail stores that sell cigarettes, sell only newspapers and lottery besides their cigarette business. If the cigarette business is taken away these stores will close up within days. Let's get this competitor behind us so we can focus on the real competitors.

submitted by Charlie DiBenedetto
SAM, NJ Chain Accounts

WHAT ELSE YOU CAN DO

Never forget, there's strength in numbers. Today, amplify your voice against the tax by circulating the petitions (you can obtain blank copies from the ROU) and getting five or more of your retailers to sign.

Petitions are a good way to help Congress understand the vast effect an FET increase will have on constituents.

Continue to carry the petition and get signatures from not only the retailers but customers that may be purchasing cigarettes while you in the store.

Once the petition is full send it to:

RJ Reynolds Tobacco Co.
P.O. Drawer L
Winston-Salem, NC 27108-0377

STOP THE FET!!

If You Were

- This little poem reminds us whose responsibilities we should take care of first.
- If you were busy being kind,
Before you knew it, you would find
You'd soon forget to think 'twas true
That some one was unkind to you.
- If you were busy being glad,
And cheering people who are sad,
Although your heart might ache a bit,
You'd soon forget to notice it.
- If you were busy being good,
And doing just the best you could,
You'd not have time to blame some man
Who's doing just the best he can.
- If you were busy being right,
You'd find yourself too busy quite
To criticize your neighbor long
Because he's busy being wrong.

MONARCH Menthol Box Compararative POS

To support your on-going efforts on the introduction of MONARCH Menthol Box styles in your market, we are pleased to announce the availability of MONARCH Menthol Box comparative POS.

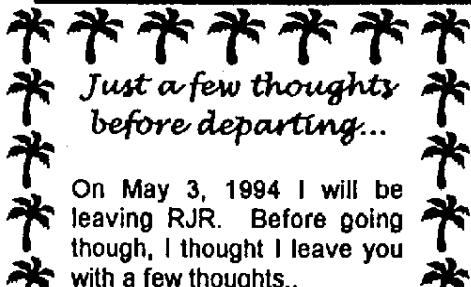
The new POS communicates the "great taste" of MONARCH Menthol Box "without Newport's price!" Both a MONARCH and Newport pack are shown on the POS to establish that MONARCH Menthol Box's reduced menthol taste is similar to Newport's.

The following items will be available for order:

Item	Item #	#SKU	
Small PPD Card	465974	50	51853
Large PPD Card	485980	50	
24" Pk Merch Cd	465983	25	5849
Display Channel Strip	465992	25	
Wobbler	465995	50	
DBRC	466001	25	
Extra Large Paster	466004	50	
Static Cling	486010	50	

Orders can be placed using the Yellow Supply Request Form. If you have any questions please contact the ROU.

(FSC-194)



On May 3, 1994 I will be leaving RJR. Before going though, I thought I leave you with a few thoughts..

I came to Reynolds back in October 1991. Initially, I filled in for the secretary. Upon her return, I was put on the trade as an installer. I would be remiss if I didn't thank former T&D Ann Marie McGrath for believing in the concept that a woman can do just about everything; and Tony Addessi for trusting in her judgment. For the next year and a half I put up overheads, flex units and anything that would hold cigarettes. I learned the ins and outs from the ground floor, literally. As luck would have it, the division secretary left on maternity leave in June 1993, at that point I moved inside. Then in November 1993, I moved up and out to the R.O.U. as Materials Coordinator.

It's been a fantastic journey! And along the way there have been friendships made that won't end with my departure.

Thanks...Tony and Bob, all the Manhattan reps...it has been one heck of a wave!!!...All the ROU coordinators and members of the Regional Office...And of course Rory, for believing that the *Metro Report* could be done, trusting me to proceed with the concept and granting me the creative flexibility do the job.

Farewell to all.....

Kelly
Editor, *Metro Report*



Letter to the Editor

From the Desk of *Nick Kuruc*

I'm mad as hell, and I'm not going to take it any more! Below is a letter sent to my local newspaper, the Trenton Times. If you feel strongly enough, I hope each of you will voice your opinions as I have.

April 27, 1994

To: The Editor of The Trenton Times

Dear Sir:

What in the hell is going on here!

Pardon my use of strong language, but one would have to be completely ignorant not to be upset with the direction of our current Administration. To what is this writer referring?

If our President and his endless string of "do-gooders" had his way those citizens who chose to smoke, and already pay very high taxes, will pay even higher taxes. They will be relegated to second class citizen status, perhaps being allowed to smoke only in the privacy of their homes. It is entirely conceivable that a federal law could be passed to allow employers to legally refuse employment to smokers.

These same "do-gooders" are attempting to force a national health plan on the country, when simple reform of the current system will suffice. Such a plan as designed, will limit our right to choose a physician, and will ultimately cost each of us more than we are currently paying.

This week, an unbelievable amount of newspaper and television coverage was devoted to a recent study conducted on the unhealthful benefits of movie theater popcorn. Give me a break! Will our government attempt to regulate this serious threat to our society too?

All of the above are strong examples of what I believe to be a dangerous direction our country is taking. A direction dictated by flawed studies. Figures manipulated to draw pre-determined conclusions, and sway public opinion. That is, loss of personal freedom, and choice.

One fact cannot be denied....as a country we have the longest life expectancy in our history, despite the dangers of smoking, lack of health care, an yes even life threatening coconut oil laden popcorn.

I was under the impression that we live in a free country. Was I wrong?

G. N. Kuruc, Jr.
Plainsboro, N. J.

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SALES REP SUPPLIES....

As we continue to search for more cost efficient ways of doing business, we felt it necessary to take a hard look at the category of "Sales Rep Supplies". While our goal remains the same -- to provide field sales with the necessary selling tools needed to effectively perform its job duties -- some tools such as facsimiles, package tags, carton end labels, and fonts were in need of being evaluated. Please note the following revisions:

Package Tags

By the end of this summer, SKU packaging for all package tags will change from ten sheets per SKU to one sheet (each sheet has 55 tags). This will better meet the needs of today's environment, and avoid waste and overstocks.

Brand names on tags will be printed in black (as opposed to current white) for better visibility; background will still be clear.

While overall outside dimensions of package tags will remain the same, brand names will reflect bolder and larger print for better readability.

Number of available items will be reduced significantly via placing combinations of brand styles on sheets (anywhere from two to five brands) versus current one brand style per sheet.

Due to poor movement, and changes in our priorities, competitive package tags have been discontinued.

Carton End Labels

Due to significant cost savings -- and the fact that only store clerks and RJR employees see them -- future carton end labels will be printed in basic black and white (moving away from current color

format which replicates actual end of carton).

Carton end labels, once revised, will no longer become obsolete when brands' graphics change.

Due to requests from field sales, new carton end labels will reflect UPC carton codes.

Also due to requests from the field, widths of labels will match actual widths of cartons: Camel Regular label will be 70 MM wide; 100 MM brand labels will be 100 MM wide; 120 MM labels will be 120 MM wide; and King Size labels will be 85 MM wide.

SKU packaging will not change; however, commodity numbers will. New item numbers will be announced as they become available; until then please continue to order as you have in the past.

Fonts

3" and 1" numbered fonts were revised, and number of items reduced from 29 to 10. Lettered (A-Z) fonts are in the process of being revised, and should be available by the end of the summer.

Number of SKU's for lettered fonts will be reduced from 26 to 14 by combining some of the least used letters on the same sheet. Vowels will continue to be available on full sheets.

Background color for lettered fonts will also change from white to clear.

New message fonts will be made available to speed up the time it takes to make signs "with coupon", " - Packs", "Buy.... Get 1 Free" (rep utilizes 1" number to designate number of packs for second and third messages).

We apologize for inconveniences

caused during the transition of revising sales rep supplies, and want you to know in advance that some out-of-stock situations may occur. If they do, please check your backroom inventories, file cabinets and sale reps' outside storage areas. (FSC-191)



Emergency Roadside Assistance

Call PHH if you:

- Are locked out of your car
- Run out of gas
- Need a jump start
- Need a tow

Emergency Roadside Assistance is available 24

hours a day, 365 days a year. Be prepared to give your PHH card number and your vehicle number.

Business Hours, call 800-638-7900

7:30 am until 9:00pm, EST Monday thru Friday

8:00 am until 5:00 pm Saturday

After hours, call 800-321-2532

MAY 1994 Pick Up Codes

	Retail	Wholesale
Full Price	E	C
Savings	C	A

The Stock Market (at close 4/26/94)

RJR Nabisco: 5 7/8